

Responses to Questions Received Regarding RFP 2009-01:

1. Will you provide a budget range or maximum budget for this project?

*At this time, the State Auditor has not received funding for outreach, therefore, budget information is currently unavailable.*

2. Are you looking for a paid media campaign, a public service/outreach effort or both?

*The State Auditor is seeking effective outreach as contemplated by the Voters First Act at the best possible price. Prospective contractors are encouraged to submit proposals that, in their opinion, accomplish that goal.*

3. For purposes of responding to your request for a timeline, will you provide an approximate contract start date?

*The State Auditor anticipates the prospective contractor to begin work this Summer subject to appropriation of funds by the Legislature.*

4. What will be the source of funding for this project?

*At this time, the State Auditor has not received funding for outreach, therefore, budget information is currently unavailable.*

5. When will you know for sure that you are going to have funding?

*Since the decision is not within the control of the State Auditor, the State Auditor does not have sufficient information to answer this question.*

6. Will the selected contractor have access to the addresses of and, therefore, be able to mail information to, every qualified registered voter in the state? Or will the contractor have to purchase a statewide mailing list from a vendor on his or her own?

*At this time, we believe the State Auditor will be able to provide the information needed.*

7. On page 10, the RFP says the California State Auditor will have the "right to reject the services of media outlets proposed by the contractor." Does this mean she may choose to reject a proposed partnership proposed by the contractor, the use of a media outlet included in a paid media schedule or both?

*The State Auditor reserves the right to reject a proposed partnership proposed by the contractor and the use of a media outlet in a paid media schedule.*

8. Who from the California State Auditor's office will be managing the campaign?

*Margarita Fernandez, Chief of Public Affairs*

9. What process do you envision for expediting this effort?

*The State Auditor envisions a clear timeline that gets the message out to registered voters at appropriate times to ensure the greatest coverage and impact.*

10. On pages 5, 10 and 16 are discussions regarding travel expenses. Is it correct that the Contractor (who might reside in Sacramento) will not be reimbursed for travel expenses that are associated with, for example, a special event held in Oxnard?

*The State Auditor will not cover any expenses incurred by a prospective contractor in submitting a proposal to the RFP. If a prospective contractor is proposing an outreach plan that will include travel expenses and the prospective contractor expects to be reimbursed for these expenses, the prospective contractor must include these expenses in the submitted proposal. If the proposal is selected, the State Auditor will authorize any travel expenses she deems necessary and appropriate to effectuate the outreach plan. Travel not specifically authorized by the State Auditor, in writing, will not be reimbursed.*

11. On page 16 4. (d), the RFP states there may be a 10% withhold on each invoice. Is it possible to amend that language to exclude this withhold as related to media purchases?

*When a vendor is selected, the State Auditor will work with the vendor in drafting the terms of the contract.*

12. Is there a particular format that should be used for the cost proposal?

*No.*

13. Page 10 h. Preference for Small Businesses. If the proposer is not a small business but has identified at least 25% of the budget for a subcontractor or subcontractors who are certified small businesses, will the proposer receive the 5% cost estimate reduction?

*Consistent with state policy, a prospective contractor will receive the 5% cost estimate reduction if it commits to subcontracting at least 25% of its net bid price to California certified small businesses and if the following requirements have been met:*

- *prospective contractor has been determined to be a responsible bidder and has submitted a timely responsive bid*
- *prospective contractor has submitted a list of California certified small businesses it commits to subcontract with for a commercially useful function in the performance of the contract (including the percentage of the net bid that each certified small business will be performing)*
- *prospective contractor has indicated in the proposal eligibility for the preference.*

14. Page 10 i. and Attachment E Disabled Veteran Business Enterprise Participation Requirement. Will incentive points be awarded for actual proposed DVBE participation? And if so, how many and for what levels of participation?

*In the RFP, we did not provide for incentive points to be awarded for Disabled Veteran Business Enterprise Participation.*

15. On page 12, in the discussion of the evaluation process, the cost score is given a 30% value in one sentence and a 35% in another. Please clarify?

*The 30% refers to the scoring for the cost proposal. The 35% is the amount the cost score will be weighted in relation to the technical merit score.*

16. Has the Auditor identified the application process for interested commissioners?

*This effort is still in a planning phase.*

17. There is a request for references on page 5. How many references are desired or permitted?

*There are no minimum requirements or maximum number permitted. However, the State Auditor would suggest that no less than three (3) references be submitted.*

18. What criteria will the Auditor use to determine whether or not to apply a "statistical averaging method" to the merit score as mentioned on page 12?

*If more than one bid is received, a "statistical averaging method" will be applied to the individual scores submitted by the evaluation committee to determine the merit score.*

19. The RFP requests bidders to provide a basic outreach program plus enhanced services to allow activities to be selected in an "a la carte" fashion. What will be scored for purposes of the cost proposal, the basic level outreach program, or the entire scope, including the enhanced services?

*The basic level outreach program will be scored for purposes of the cost proposal.*

20. Is it possible that you can make available the list of companies that have submitted their letter of interest?

*Yes. See Attachment 1.*

21. Have one or more agencies indicated they anticipate being a lead proposer on this project?

*Not at this time.*

22. May two or more organizations submit a joint proposal?

*Yes.*

23. Is the State Auditor planning to award multiple contracts to bidders, or is the State Auditor planning to award just one contract to a sole bidder whose proposal covers outreach to all of the state's eligible voters?

*The State Auditor anticipates awarding one contract. However, as stated in the RFP, the State Auditor may select services in an “a la carte” fashion. Although the State Auditor does not anticipate selecting services in this manner from more than one prospective contractor, the State Auditor reserves the right to select services in whatever fashion necessary to achieve the outreach goals.*

24. Will the State Auditor consider awarding contracts to bidders which submit a proposal covering outreach to a segment of the state's eligible voters, while awarding contracts to other bidders which submit a proposal covering outreach to other segments of the state's eligible voters? In other words, will the State Auditor consider proposals that cover outreach to only a segment of the state's eligible voters?

*The State Auditor is seeking a comprehensive outreach plan.*

25. (a). Will you be providing a list of names and addresses? (b). If so, will email addresses also be provided.

*(a) See the response to question #6.*

*(b) Email addresses for registered voters are not available.*

26. What is the budget maximum considered to be viable?

*At this time, the State Auditor has not received funding for outreach, therefore, budget information is currently unavailable.*

27. What is the desired budget range a prospective contractor should work within to be considered viable?

*At this time, the State Auditor has not received funding for outreach, therefore, budget information is currently unavailable.*

28. Will all questions and responses to questions be posed on the BSA Web site for all prospective contractors to view?

*Yes.*

29. Regarding subcontractors for consideration by the prospective contractor, does the prospective contractor need to state/specify/list all individuals who will or may work on this project as part of the response to the RFP?

*Section II, Item 7(e) of the RFP states that the prospective contractor “should list any prospective subcontractors it plans to use in performing the work including a listing of the individuals the subcontractor proposes to assign to the engagement...” If a prospective contractor is selected to provide the outreach services described in the RFP, any changes to the information provided by the prospective contractor in its proposal will need to be approved by the State Auditor.*

30. Do attachments mentioned on page 13 of the RFP, Section 15, need to be included/incorporated as part of the proposal, unless otherwise specified, or are

attachments to be submitted only if the prospective contractor is awarded the job?

*Attachments E and F are the only required attachments listed on page 13, Section 15. However, there are additional requirements for a complete proposal package as identified on Attachment F.*

31. Regarding Attachment E, does the prospective contractor need to be DBVE certified to be considered a viable prospective contractor?

*No.*

32. Is this the first year you have conducted this type of outreach?

*Yes. Proposition 11 was approved by California voters in November of 2008.*

33. Do you anticipate many responses?

*We have received approximately 30 Letters of Intent.*

34. Will you be holding a pre-bid conference?

*No.*

35. Will you be conducting interviews?

*We do not anticipate conducting interviews.*

36. Do you need to submit a Letter of Intent to submit a bid?

*No.*

37. The RFP says the State Auditor is "...contemplating a contract for outreach services." When will that decision be made? Will the decision be made by the Auditor?

*As stated in the response to questions #1 and #5, the State Auditor currently does not have funding for outreach and thus is "contemplating a contract for outreach services."*

38. The RFP notes that "all prices are subject to negotiation and that the auditor reserves the right to continue to perform all outreach services." Does this mean that the Auditor could decide not to award this project and do the work themselves, even after price negotiation?

*Based on funding available, the State Auditor can determine if it would be more effective or efficient to provide the outreach service through her office.*

39. When is it anticipated that the funds to cover the project will be appropriated? Conversely, what are the probabilities the funds to cover the project will not be appropriated?

*See response to question #1. We cannot speculate on the probabilities that funds will not be appropriated to cover the project.*

40. What period of time should be contemplated in developing costs? Cost to develop and launch the initiative

*Development costs for outreach services will commence immediately from the date of the contract with a vendor. It is contemplated that outreach, beyond that currently being provided by the State Auditor's staff, will begin in the summer and fall, 2009, and end at the end of the commissioner candidate application period.*

41. Is there an incumbent agency that will be bidding on this project?

*See response to #32.*

42. I am a vice president that has worked in Fenton's San Francisco office for 6.5 years. Eight months ago, I moved to Santa Fe, NM, where I work remotely for my California clients, coming back one week a month for meetings, etc. I would love to be part of this redistricting campaign, if Fenton were chosen. Is there any problem with my out-of-state location if Fenton itself and the rest of our team and partners are in California?

*There are no residency requirements placed on vendors in the RFP. All proposals will be scored as described in the RFP Section 10 – Review Process and Criteria, pages 12 and 13.*

43. And would me being the "lead" on the account hurt our consideration?

*No. See response to question #42, above.*

44. The RFP asks for resumes of the team, but many of us at Fenton have been here so long that we don't have updated resumes. Would bios suffice, or do you actually need CVs?

*Bios are sufficient.*

45. Will commission members be required to be fluent in English?

*We are in the process of developing regulations. Information regarding the qualifications of commission members will be disclosed at that time.*

46. Will the State Auditor's office be in charge of the Web site/content that explains the process to potential applicants, or will contractors be responsible for developing that online information source?

*The State Auditor's office will be in charge of the Web site and content.*

47. Attachment B, item 4(b) of the RFP specifies the Contractor shall be responsible for all travel and out-of-pocket expenses. How should the Cost Proposal account for expenses associated with a statewide outreach program such as (but not limited to): printing, postage, media ad buys, mileage, airfare, etc.?

*The Cost Proposal should include all costs the bidder considers relevant to fund the outreach program.*

48. Has the State Auditor requested a budget for this project from the Department of Finance? If so, what is the minimum or maximum amount requested?

*See the response to questions #1 and #26.*

49. Based on the milestones in the RFP, should the proposer assume the contract term is approximately one year? If not, what is the anticipated contract term for this RFP?

*We do not anticipate the contract term to be longer than one year. See the response to question #40.*

50. Will translation of public documents or interpretation at outreach events be handled by the consultant or the State Auditor's office?

*The contractor will assume all costs the bidder considers relevant to fund the outreach program. The State Auditor will only assume translation costs for those activities associated with the internal outreach process that is on going including any translations associated with the Web site.*

51. Will the Contractor be provided with a list of registered voters in California?

*See the response to question #6.*

52. How many eligible voters are in California?

*The number of eligible voters changes daily. The Secretary of State's statement regarding eligible voters for the November 8, 2008 election was 23,208,710.*

53. Do you have the addresses of the eligible voters?

*See the response to question #6.*

54. Any research into why someone would want to apply to be on the commission?

*No research as been conducted by the State Auditor's staff.*

55. Number of people to be on the commission and the selection criteria for approval?

*There will be 14 commissioners. The first eight are selected by the State Auditor by random selection and the remaining six are selected by the first eight commissioners using selection criteria stated in the act.*

56. Will there be training for the commission members?

*Training is not a responsibility of the State Auditor nor is it contemplated as a term of this RFP.*

57. Are the commission members paid and what is their time commitment?

*Section 8253.5 of the act provides compensation at the rate of \$300 dollars for each day the member is engaged in commission business. We do not know what the time commitments for the commission will be.*

58. How many commissions will there be and where will they meet? Will there be a commission in the south and north part of the state?

*As stated in the response to question #55, there will be 14 commissioners. The commissioners will determine where they meet. The act provides for one commission only.*

59. Are there any quotas for the underserved community members to participate on the commission?

*No. The act requires the State Auditor to initiate an application process that promotes a diverse and qualified applicant pool. There will be 14 commissioners. The first eight are selected by the State Auditor by random selection and the remaining six are selected by the first eight commissioners using selection criteria stated in the act. The act states: "The six appointees shall be chosen to ensure the commission reflects this state's diversity, including, but not limited to, racial, ethnic, geographic, and gender diversity. However, it is not intended that formulas or specific ratios be applied for this purpose."*

60. If the RFP doesn't get funded, how will the public outreach happen?

*The State Auditor will determine how to proceed.*

61. What is the probability of getting this project funded—and at what level?

*See the response to question #39.*

62. What are your criteria for the success of this outreach project?

*A process that meets the stated goal of the act: "An application process, open to all registered California voters in a manner that promotes a diverse and qualified applicant pool." Implicit in this statement is the requirement to initiate a good faith effort to notify all registered California voters of their opportunity to apply for a position on the commission.*

63. Will the outreach project conclude in February 2010 when the application period ends?

*The outreach project contemplated in the RFP will end at the end of the application process. This application period is subject to change at the sole discretion of the State Auditor. If the length of time were expanded or reduced, contractors would be allowed to adjust their proposals. The State Auditor's internal outreach program will extend to January 1, 2011, ending with the announcement of the fully selected commission.*

64. Will you identify the other agencies that have submitted a letter of intent for this RFP?



*See Attachment.*

65. What is meant by “contemplating” a contract for outreach services? Is this project currently approved?

*See the response to question #37.*

66. When does the Auditor’s office expect to receive funding or notification about funding for the statewide outreach program?

*See the response to questions #1 and #5.*

67. How and on what level will the State Auditor be involved in the outreach process? Will the Auditor’s office have staff assigned to this project to assist with outreach, including participating in regional meetings?

*The Chief of Public Affairs will oversee and manage the contractor and will participate in meetings.*

68. We understand you do not have funds approved for this. What would your proposed/ideal budget be?

*See the response to questions #1, #26, and #27.*

69. Do subcontractors have to be specifically named in the RFP or can we refer to subcontracting areas?

*See the response to question #29.*

70. Can a subcontractor be listed in more than one proposal response?

*As the RFP is written, subcontractors are not prohibited from being listed in more than one proposal. Each proposal is intended to stand alone and each contractor is responsible for the services and actions of their subcontractors.*

71. If a potential subcontractor is not listed in the original Proposal submitted in response to the Request for Proposal, can he/she be proposed later?

*See the response to question #29.*

72. Will the selected firm also be responsible for media outreach on this issue?

*See the response to question #2.*

73. Does the Auditor’s office expect paid media to be part of this outreach project and if so, would the outreach firm be responsible for this function?

*See the response to question #2.*

74. How many references are you looking for in the RFP?

*See the response to question #17.*

75. How many companies are replying to the RFP?

*See Attachment.*

76. Do you have the number of registered voters in California?

*See the response to question #52.*

77. Will you be providing any data?

*See the response to question #6.*

78. Will there be any ongoing communication required after the application window ends?

*See the response to question #63.*

## ATTACHMENT 1

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